

attachment further includes] said elongate member comprises a cord adapted for positioning between the product and [the eyelet] said pouch.

4. (canceled)

5. (canceled)

6. (Amended) The hang tag according to claim 1, wherein the [digital] optical memory is an optical disk.

7. (previously presented)

8. (Amended) A hang tag according to claim 1, wherein the [digital] optical memory is non-circular.

9. (Twice Amended) A method for labeling products so as to provide consumers with a wealth of information relating to the product, comprising:

producing a hang tag including [a digital] an optical memory encoded with information relating to a product to which it is to be attached and means for selective attachment to the product; and attaching the hang tag to the product [; and said means for attachment is an eyelet releasably secured to said digital memory.] , said means for selective attachment comprising a pouch having dimensions to receive said optical memory and a generally elongate member attached to said pouch and attachable to the product, said pouch normally being sufficiently and selectively closed to prevent movement of said optical memory out of said pouch independently of attachment to the product.

10. (canceled)

11. (Twice Amended) The method according to claim 9, wherein [the means for

attachment further includes] said elongate member comprises a cord adapted for positioning between the product and [the eyelet] said pouch.

12. (canceled)

13. (canceled)

14. (Amended) The method according to claim 9, wherein the [digital] optical memory is a CD-ROM.

15. (Amended) The method according to claim 9, wherein the [digital] optical memory is non-circular.

16. (Twice Amended) A product including a hang tag attached thereto for providing consumers with information relating to the product, the hang tag comprising:

[a digital] an optical memory encoded with information relating to a product to which it is to be attached; and means for selective attachment to a product [; and said means for attachment includes an eyelet releasably secured to said digital memory.] , said means for selective attachment comprising a pouch having dimensions to receive said optical memory and a generally elongate member attached to said pouch and attachable to the product, said pouch normally being sufficiently and selectively closed to prevent movement of said optical memory out of said pouch independently of attachment to the product.

17. (canceled)

18. (Twice Amended) The product according to claim 16, wherein [the means for attachment further includes] said elongate member comprises a cord adapted for positioning between the product and [the eyelet] said pouch.